

ERARTA | Contemporary
Art Museum

The Erarta Museum of Contemporary Art St. Petersburg, Russia



DON'T CONFUSE ART WITH ART CRITIQUE OR ART HISTORY.

DON'T RELY ON THE OPINIONS OF OTHERS. DON'T LEARN WHAT YOU SHOULD SEE—INSTEAD, **LEARN HOW TO SEE.** THIS WAY, YOU'LL DISCOVER THAT IMMERSION IN ART BRINGS **THE HAPPINESS OF SELF-DEVELOPMENT.**

ERARTA DOESN'T PRETEND TO BE YOUR TEACHER ON THIS PATH—IT IS THE ENVIRONMENT WHICH **OFFERS EVERYONE** THE OPPORTUNITY **TO TAKE SUCH A JOURNEY.**

Erarta is the biggest private museum of contemporary art in Russia, at the heart of which is a desire to build a new relationship system between people and art, described in the adjacent manifesto. Our main purpose is to share our love of contemporary art with people as we believe that it can become an important part of any individual's life, making it more interesting, fulfilling and ultimately, happy. Thus, the most important person at Erarta is the visitor.

Erarta: one of Russia's best museums

Interesting facts and figures



Erarta is the biggest institution in Russia which is dedicated purely to contemporary art by both territory (12,000 sq. m. spread over 5 floors) and collection (2,800 works by over 300 artists from all over the country in the permanent collection). It is also one of the most vibrant (staging 40 temporary exhibitions each year) and most popular museums (welcoming nearly half million visitors a year), also boasting over 400,000 social media followers which makes it the largest online museum community in the country.

The name Erarta is derived from two words, "Era" and "Arta", the combination of which may be translated from Russian as "the Era of Art". Erarta opened its doors in 2010 and despite being a relatively young museum, it has already become one of the best-rated landmarks and tourist attractions in both St. Petersburg and Russia. Erarta Museum ranks among the top 10 museums in Russia on TripAdvisor tourist portal. It was numerously mentioned in the list of the most interesting sights published in the Lonely Planet guide. National Geographic magazine has named the museum among the Petersburg's top five places worth visiting. It has also become the first museum of contemporary art to be featured on the Google Art Project.

The museum's permanent collection

The museum's permanent collection contains over 2,800 works created by more than 300 artists from all over Russia and features the art forms of painting, drawing, print, sculpture, installation, object, video art, and science art. The collection is showcased thematically with special attention

paid to curatorial commentary accompanying the works. Such texts are an important feature of Erarta's approach and are created especially to give viewers additional touch points and connections with art.



Dmitry Kawarga – Model of Bipolar Activity



Rinat Voligamsi – Ursa Major



Pavel Grishin – The Last Supper



Elena Figurina—Procession



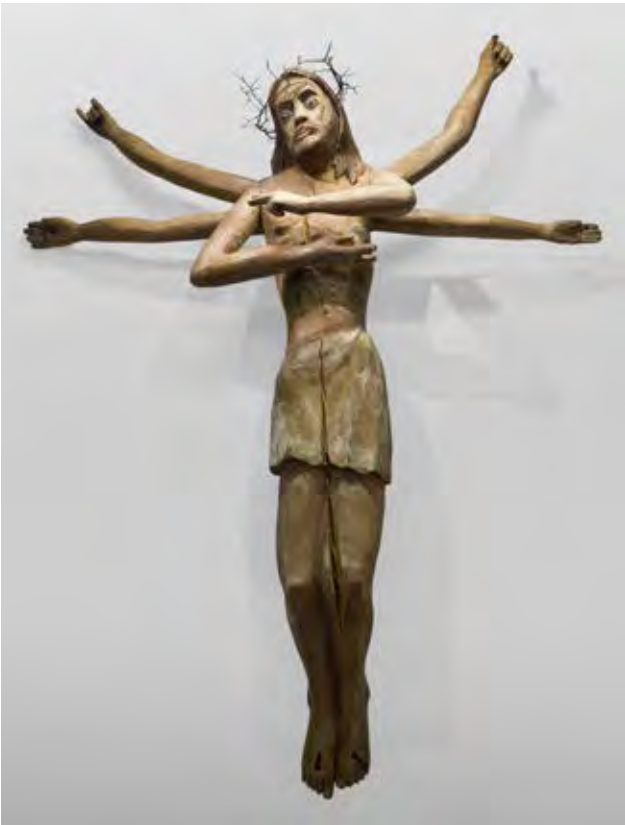
Vladimir Ovchinnikov—Angel at the Telescope



Nikolay Polisskiy—Borders of Empire



Sergey Karev—Track of a Worm



Anfim Khanykov – Crucified Shiva



Evgeniy Kondratyev – Welcome to Russia



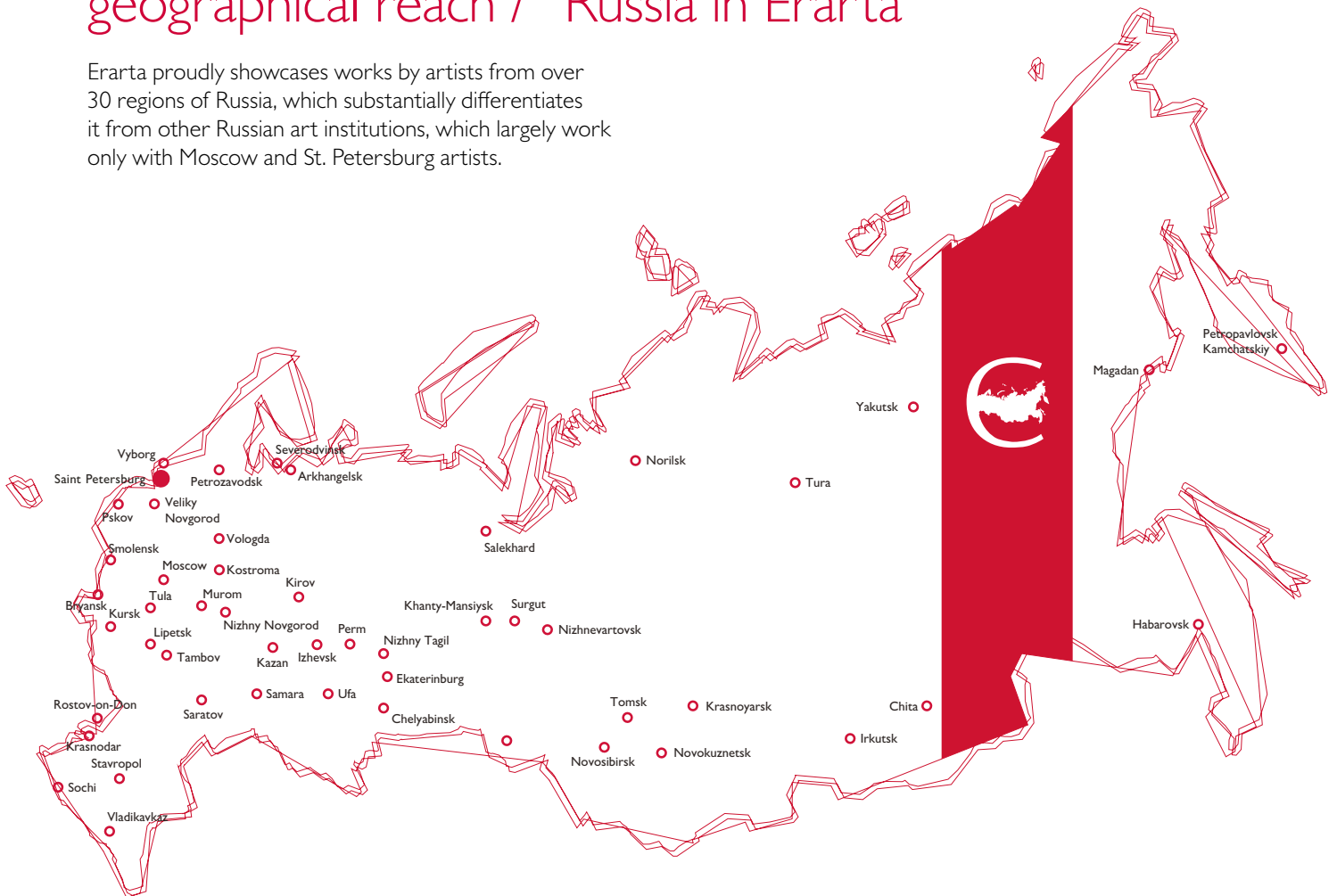
Yuliy Rybakov – Big Brother



Aleksey Chizhov – Barrel's Square

Standout feature: geographical reach / “Russia in Erarta”

Erarta proudly showcases works by artists from over 30 regions of Russia, which substantially differentiates it from other Russian art institutions, which largely work only with Moscow and St. Petersburg artists.



One of Erarta’s main goals is to prove that throughout various Russian regions there are authentic, bright and talented artists, whose work deserves to be recognised and lauded. Erarta Museum’s flagship exhibition series titled “Russia in Erarta” sees the museum’s curators constantly travelling across various regions and selecting works of the most talented artists to appear at Erarta in St. Petersburg. The museum has already organised thematic group shows of artists from Samara, Perm, Novosibirsk, Krasnoyarsk, Izhevsk, Irkutsk, Ufa, Krasnodar and Vladivostok with more and more cities in the pipeline. The result of the project is establishment of a cultural cooperation and contemporary art connections between various regions as well as investment in and support of Russian art throughout the country.



Unique features / only at Erarta

Erarta Museum has also created several projects which are all geared towards giving people additional ways to connect with contemporary art. They can only be experienced within the walls of our museum and over time, have become Erarta's calling cards of sorts.



U-Space: U-Spaces are total installations, each one with its own theme, which immerse the viewer in a particular world for 10-minute private sessions and enable one to experience certain feelings or emotions. There's a total of 6 such spaces at Erarta Museum, all representing emotions of a broad spectrum.

Theatre With No Actors: The drama of art is showcased in the world's only multimedia play with characters of paintings, brought to life with voices, music, lights and other special effects.

Art-Animation: Short animated films take viewers beyond the frames of paintings and transform the static images on canvas into dynamic stories, in real time, enabling the audience to see the extended story of a painting, of which only a fragment was captured by the artist.

Art-Literature: The majority of works of art on exhibit at Erarta Museum are accompanied by short creative essays, which explain thoughts or emotions triggered by a particular work. These essays or poems are part of a completely open project as they're written by our visitors and the best ones are published in Erarta's catalogues.

The Adventures of BB Square Cartoon Series: A cartoon series about the adventures of BB Square, the hero of Malevich's "Black Square" painting, who comes to life, and his friend Eric, who is a guide at Erarta Museum, featuring renowned characters from the world of art. A fun and educational series for all those who see themselves as grown-up kids. The Russian and English language series combined are available on YouTube and have to date generated over 4 million views.



Temporary exhibitions: a diverse programme

Erarta stages 40 temporary exhibitions every year, with around 10 new ones every quarter. Painting, sculpture, fashion, photography, video art, design and architecture are all featured as frequently changing exhibitions of diverse content are an important part of Erarta's philosophy. The museum aims to attract

different types of audiences and show them something that appeals to their core existing taste but also introduce them to something new and give them the chance to discover and be interested by something they haven't yet experienced.



Temporary exhibitions from abroad

Besides staging solo shows and thematic group projects of both established and emerging Russian artists, Erarta also hosts iconic and popular exhibition projects from all over the world that have never before appeared in Russia as it's also an important part of our mission to introduce the local public to important and standout aspects of foreign culture. Over the last couple years, such examples include paintings by Victor Vasarely (Hungary) and 3D works by SungYong Hong (Korea), sculptures by Romero Britto (USA) and Salvador Dalí (Spain), photographs by Sebastião Salgado (Brasil), Liu Bolin (China),

Mario Testino (UK), and Russell James (Australia), hats by Philip Treacy (UK), the sensational show *Undressed: A Brief History of Underwear* presented by the Victoria & Albert Museum (London, UK), costumes from the film sets of Federico Fellini and photographs by Gian Paolo Barbieri (Italy), as well as street art by C215 (France).

A new hall designed to display large objects opened in 2017. *Lamborghini: Design Legend* with its supercars was the first project hosted in this space.



Genesis. Designer Shoes of the Future. 2015–2016



Panopticon. Solo exhibition by Christian Guémy, the French street artist also known as C215. 2016–2017

Romero Britto: *The Formula of Success*, 2015



Hats in the 21st Century. Solo exhibition by Philip Treacy. 2015





Sebastião Salgado. Photo exhibition. Genesis Project. 2016



Glorious World of Fellini. Backstage secrets of the great Italian director. 2016–2017



Undressed: a Brief History of Underwear.
Retrospective exhibition of underwear design organised by the Victoria and Albert Museum, London. 2017



Lamborghini: Design Legend. 2017



Liu Bolin: *The Invisible Man*. 2018



Salvador Dali: Sculptures. 2018



WOW-FASHION! World of WearableArt™. 2018–2019



Ducati Style. 2019



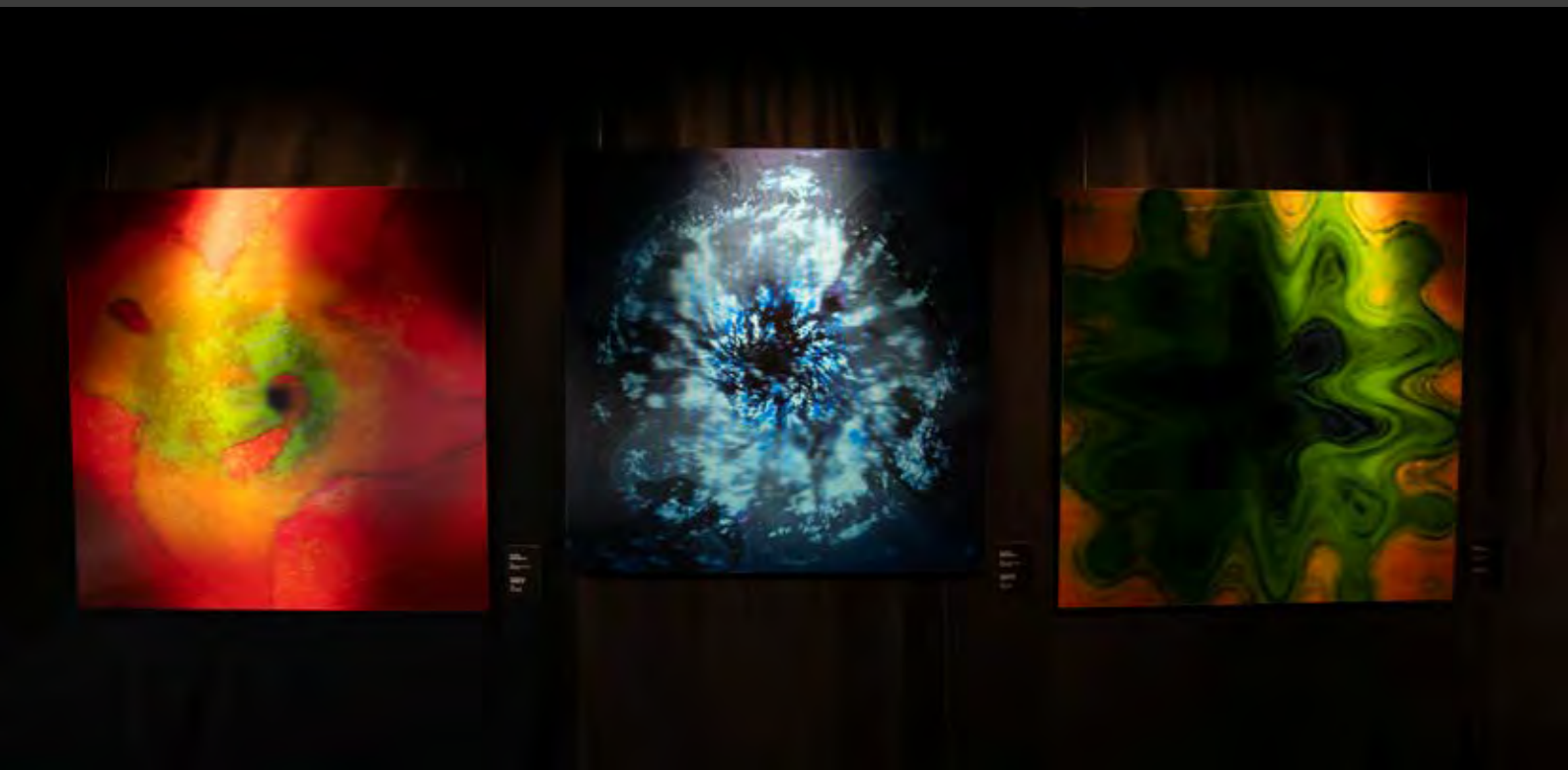
Mario Testino: Superstar. 2019



Russell James. A Decade Backstage at Victoria's Secret Fashion Show. 2020



SungYong Hong. *From Here to Eternity*. 2020



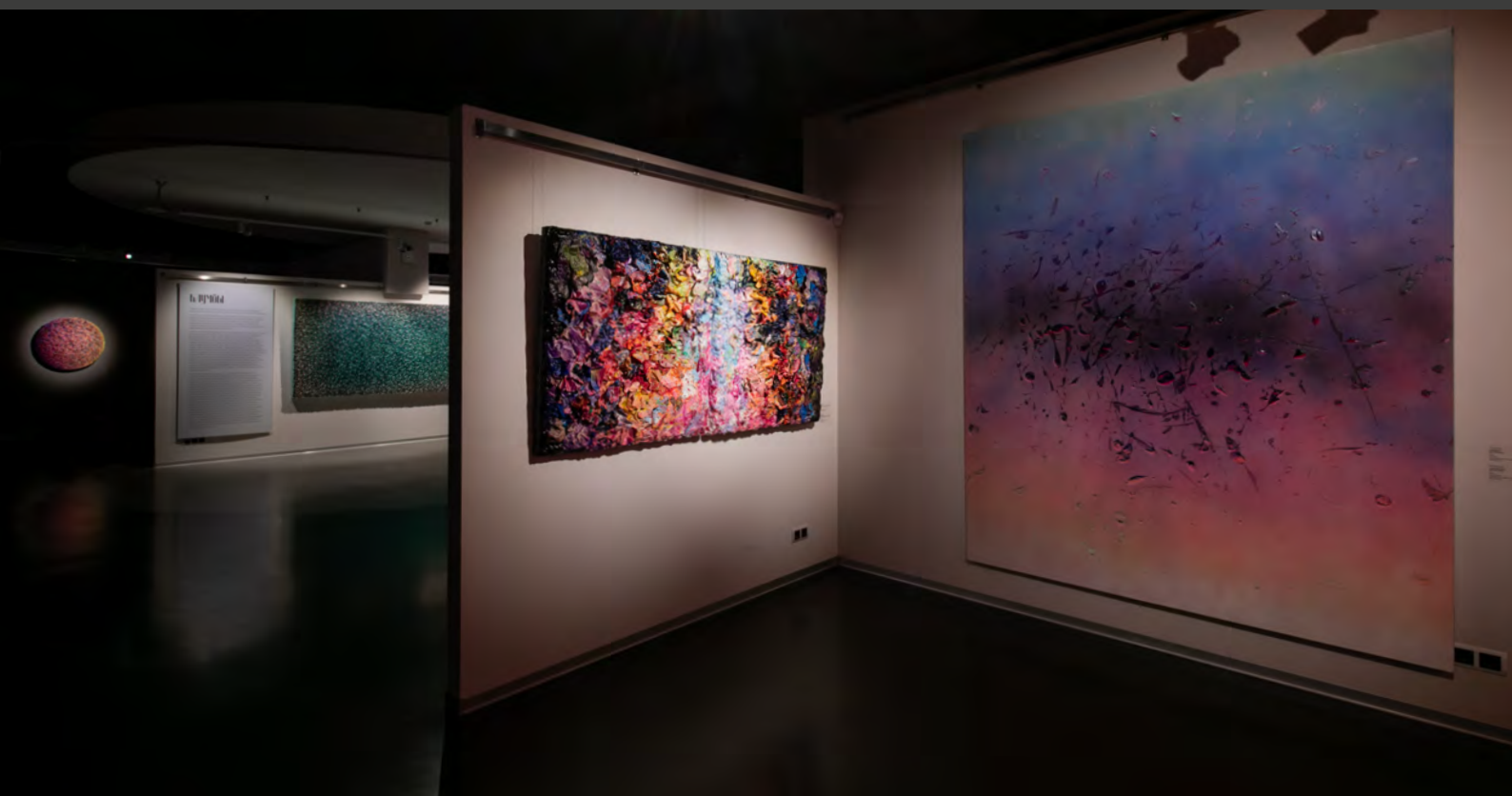
Philip Treacy. The Maestro. 2020



Concept Cars: La Grande Bellezza, 2020



Zhuang Hong Yi. Inflorescence. 2021



Shintaro Ohata. *The Place Where It Begins*. 2021



The Bounty Killart. A Glimpse from the Future: Lost 21st-Century Temple of Lucca. 2021



Nick Veasey, X-Ray Men. 2021



КОНЦЕПЦИЯ

Сутью искусства является исследование человеческого тела и души. В искусстве всегда присутствует элемент загадочности, который заставляет зрителя задуматься над тем, что он видит перед собой. В искусстве всегда присутствует элемент загадочности, который заставляет зрителя задуматься над тем, что он видит перед собой. В искусстве всегда присутствует элемент загадочности, который заставляет зрителя задуматься над тем, что он видит перед собой.

THE X-RAY CONCEPT

As for the use of the X-ray as an art form, which is the most recent of the modern forms of visual art. However, the X-ray as an art form is not new. It has been used by artists since the early 20th century. The X-ray as an art form is not new. It has been used by artists since the early 20th century. The X-ray as an art form is not new. It has been used by artists since the early 20th century.

parts. The question remains – is this the same ship? Applying the same logic to human development, totally regenerate every 7-10 years, do we become a completely new being every decade?

One may also relate Veasey's use of the X-ray to that of current state of security and surveillance, as in airports and other public places that require examinations of personal items, the works of Nick as human surveillance. The X-ray as an art form is not new. It has been used by artists since the early 20th century.

Matthew Brandt. Orphic Forest. 2021



Infrastructure and other features

Erarta strives to be open and friendly in all aspects, from its ideology to style – beautiful modern interiors, easy-to-understand navigation, convenient working hours from 10:00 to 22:00 every day, just to list a few. As far as foreign visitors are concerned, we are one of the few institutions in St. Petersburg which doesn't charge a higher admission fee and we also translate all our content into English because we want Erarta to feel like home away from home. Perhaps most importantly, our team is comprised exclusively from

friendly and helpful staff who take great pride in their work and whose utmost priority is to ensure that every single visit is enjoyable and memorable. For visitors' convenience, the museum building is also home to Erarta Restaurant, an award-winning restaurant ranked in the city's top 20; the cosy café as well as various shops, offering souvenirs, designer gifts, prints and art catalogues, albums and publications.



**For more information,
please contact the dedicated
PR team of Erarta Museum**

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Opening hours:
10:00–22:00 daily
closed on Tuesdays

erarta.com

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